



**WEWS**

# ORDER

Flight Dates **10/19/12-10/25/12**

Contract / Revision      **300793 /**

Original Date / Revision  
06/15/12    10/24/12

Advertiser **NRCC IE**

Agency    **National Media Inc**

Buying Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Product  
**NRCC IE 2012**

Agency Com    15%

Billing Contact  
**815 Slaters Lane  
Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **2604 - TV Oct 19- Oct 25**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35-64

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	39	\$42,117.50	\$49,550.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$42,117.50</b>	<b>\$49,550.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/25/12	39	\$42,117.50	\$49,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/19/12	10/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$850.00		0.00			
Week:		10/22/12	10/28/12	MTWT---					4	\$850.00		0.00			
N 2	WEWS	10/19/12	10/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	10	\$9,000.00



**WEWS**

Print Date: 10/25/12

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Contract / Revision     **300793**     Flight Dates **10/19/12-10/25/12**

Hiatus Dates

Original Date / Revision   06/15/12/   10/24/12

Order Sep   00:20:00

Advertiser   **NRCC IE**

Product **NRCC IE 2012**

Estimate #   **2604 - TV Oct 19- Oct 25**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/19/12	10/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		2				\$900.00		0.00			
	Week:	10/22/12	10/28/12	MTWT---		8				\$900.00		0.00			
N 3	WEWS	10/19/12	10/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$850.00		0.00			
	Week:	10/22/12	10/28/12	-T-T---		2				\$850.00		0.00			
N 4	WEWS	10/19/12	10/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$1,200.00		0.00			
	Week:	10/22/12	10/28/12	MTWT---		4				\$1,200.00		0.00			
N 5	WEWS	10/19/12	10/25/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$1,200.00		0.00			
	Week:	10/22/12	10/28/12	MTWT---		4				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	WEWS	10/22/12-10/28/12	M-F 730-8P		730-8p	MTWTh-----		:30	<del>(\$1,200.00)</del>		0.00	NM		
				See MG 5.6											
				[hra]											
	5	WEWS	10/22/12-10/28/12	M-F 730-8P		730-8p	MTWTh-----		:30	<del>(\$1,200.00)</del>		0.00	NM		
				See MG 5.6											
				[hra/pol/p1]											
	6	WEWS	10/25/12-10/25/12	M-F 5-6p News		5-6p	---Th-----		:30	\$2,400.00		0.00	NM		
				Ⓜ MG for 5.5,5.4											
N 6	WEWS	10/19/12	10/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$3,000.00		0.00			
	Week:	10/22/12	10/28/12	MTW---		3				\$3,000.00		0.00			
N 7	WEWS	10/21/12	10/21/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$3,000.00		0.00			
N 8	WEWS	10/21/12	10/21/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$850.00		0.00			
N 9	WEWS	10/19/12	10/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$1,000.00		0.00			
	Week:	10/22/12	10/28/12	MTWT---		4				\$1,000.00		0.00			
N 10	WEWS	10/23/12	10/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	-TWT---	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWT---		1				\$900.00		0.00			
Totals														39	\$49,550.00